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15. (amended) A computer implemented method of selecting a raw material for manufacturing a product therefrom comprising:

storing in a computer system a list of different raw materials, with each of said raw materials having various customer application criteria stored therewith, and said criteria being indicative of intended application of said raw material in a product;

populating a plurality of filter lists corresponding with said stored customer application criteria for said different raw materials;

displaying a material browser including a plurality of filters corresponding with said filter lists;

selecting one of said filter lists and specifying a filter criterion therein;

filtering said list of raw materials to obtain a filtered list thereof matching said filter criterion; and

displaying in said browser said filtered list of raw materials matching said filter criterion.

22. (amended) An apparatus for selecting a raw material for manufacturing a product therefrom comprising:

① means for storing in a computer system a list of different raw materials, with each of said raw materials having various customer application criteria stored therewith, and said criteria being indicative of intended application of said raw material in a product;

② means for populating a plurality of filter lists corresponding with said stored customer application criteria for said different raw materials;

③ means for displaying a material browser including a plurality of filters corresponding with said filter lists;

④ means for selecting one of said filter lists and specifying a filter criterion therein;

⑤ means for filtering said list of raw materials to obtain a filtered list thereof matching said filter criterion; and

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said displaying means being further configured for displaying in said browser said filtered list of raw materials matching said filter criterion.

31. An apparatus according to claim 22 wherein said displaying means are further configured for displaying also in said browser said various customer application criteria corresponding with each of said raw materials in said filtered list.

32. An apparatus according to claim 31 wherein:

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said selecting means are further configured for selecting a plurality of said filter lists and selecting corresponding filter criterion therefor; and

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said filtering means are further configured for filtering said list of raw materials to obtain said filtered list thereof matching said filter criteria corresponding with said selected filter lists.

33. An apparatus according to claim 32 wherein:

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said storing means are configured for additionally storing with said list of raw materials raw material information corresponding with each of said raw materials including information different than said customer application criteria and information specific to permitted applications of said raw material in a product;

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said selecting means are further configured for selecting one of said raw materials from said filtered list; and

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said displaying means are further configured for displaying in said browser said raw material information corresponding with said selected raw material.

34. An apparatus according to claim 33 wherein:

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said product comprises a pressure sensitive material; and
said raw material information comprises master width,

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areas of concern regarding use of said selected raw material, description of facestock, description of adhesive, description of liner, and description of typical applications for which said selected raw material may be used.

35. An apparatus according to claim 32 wherein:

said product comprises a pressure sensitive material; and
said customer application criteria comprises print method, adhesive type, minimum temperature for adhesive type, service range of adhesive type, and facestock type.

36. An apparatus according to claim 35 wherein said print method comprises cut sheet lap joined, cut sheet laser, direct thermal, thermal transfer, and impact.

37. An apparatus according to claim 35 wherein said adhesive type comprises permanent, cold temperature, and removable.

38. An apparatus according to claim 35 wherein said facestock type comprises paper, kimdura, 100# tag, 7 pt tag, 8 pt tag, matte litho, latex impregnated, gloss, matte chrome polyester, bright chrome polyester, clear polyester, white polyester, polyolefin, and vinyl.

39. An apparatus according to claim 32 further comprising means for sorting said filtered list by unit cost of said raw materials.